

### ABSTRACT OF THE DISCLOSURE

A computer-implemented method, system and computer program product for end-user service provider selection in a network supporting one or more service providers connected to the network, including prompting an end-user for end-user information including a geographic location of the user; determining based on the end-user information whether the network provides service in the geographic location; displaying to the end-user a list of one or more service providers available to the end-user and supported by the network; providing means for contacting the one or more service providers available to the end-user; receiving service information from a service provider selected by the end-user from the list of the one or more service providers based on the means for contacting the one or more service providers; and providing service via the selected service provider on the network to the end-user based on the received service information.